

Press Release



AIDAprima: Start of Bookings for the New Flag Ship

Today the cruise line AIDA Cruises opens booking for AIDAprima. The new flag ship will come into service in March of 2015 and after a world tour from Japan to Hamburg, the ship will offer trips to the great metropolises from the Hanseatic city year round.

AIDA club members have been able to reserve one of the coveted staterooms as early as October 9, 2013. Starting today, AIDAprima's premier season can be booked by all without restriction. Some stateroom categories for the maiden voyage are, however, nearly booked out.

AIDAprima's maiden voyage from March 22 to June 16, 2015 will be an 86-day journey setting off for Hamburg from the Japanese city of Yokohama. AIDA guests will get to know 39 ports in 22 countries. Highlights of the voyage are Osaka, Taiwan, Ho Chi Minh City, Sri Lanka, Dubai, Cairo, Athens, Barcelona und London. The cost of the maiden voyage will start at 9,490 euros per person – including early booker discount of 2,000 euros for bookings before 30th April 2014, limited contingent.

Starting on June 20, 2015, Hamburg will be the departure and arrival point for AIDAprima on its seven-day round-trip voyages visiting the metropolises London, Paris, Brussels and Rotterdam. The first trip can be booked with the early booker discount of 150 euros starting at 815 euros per person, in the most cost-effective season starting at 545 euros. Availability is limited and is valid for bookings made up until October 31, 2014.

Even once the early booker advantage has expired, savings may be available for bookings made at least 5 months before the start of the trip. In this case, an early booker discount of 100 euros per person (limited availability) may be available. Booking an AIDA PREMIUM rate on time offers benefits such as free choice of your desired stateroom, preferred online booking of excursions, and special inclusive services on board.

The highlights of AIDAprima include the AIDA Beach Club housed beneath a transparent dome, the "4 Elements" with water slide, climbing walls, and the brand new AIDA Mini Club providing childcare for young children 6 months and older. Spectacular veranda staterooms, the lanai deck with outer pools, an exclusive patio deck with panorama staterooms, glass elevators, a skywalk, first-class entertainment, an Organic Spa, 13 restaurants and 18 bars - these are only a few of the new offerings making this ship attractive year-round – weather-independent and 365 days a year.

Cruises with AIDAprima can be booked starting immediately through a travel agency, at www.aida.de, or by calling the AIDA Customer Center at +49 (0) 381/27 07 07.

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